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EXTENSION SERVICE  
OFFICE OF COOPERATIVE EXTENSION WORK, WASHINGTON, D. C.

# THIS LOOKS GOOD

PRINTED CIRCULAR LETTERS ARE ATTRACTIVE

H.W. Hochbaum  
Agriculturist, Eastern States.

The printed, illustrated circular letter answers a long felt want for a more attractive circular letter. County agents and specialists in New Hampshire, Maine, Connecticut, Massachusetts, New Jersey, Pennsylvania, Indiana, Wisconsin, Kansas, and other States are using such letters to supplement other means and agencies used in teaching large numbers of people. Rural people like to receive and read attractive letters of this kind. The cost is small and their use is growing.

Typical examples of printed letters received by the Office of Cooperative Extension Work show that the following points are most usually observed in the preparation of printed circular letters.

- (1) Colored or plain paper of good quality is used. Some States use different colors for different projects, thus gaining distinctiveness and attractiveness.
- (2) A fine-screened half tone or a sharply outlined line drawing is used to head and illustrate the text.
- (3) A slogan like "Milk Flows Where Alfalfa Grows," or a name that captures attention, such as "Wage War On Worms And Diseases," is used as a heading.
- (4) The essential practices emphasized in a campaign are given as specific injunctions in a footnote to the letter, or on each side of the illustration.

The text of the letters is informative and stimulating. The most effective letters make a direct appeal in the first paragraph to a want which the farmer feels, as cheaper feed costs. The second paragraph presents the solution to these wants - alfalfa, for example. The third paragraph tells the farmer of certain satisfactions that will come to him if he adopts the solution. The last paragraph seeks some response from the farmer by urging him to write for a bulletin which will give him more information. Thus such letters carry out the formula, "want-solution-action-satisfaction," which is, agents say, a most effective one to follow in attempting to teach people.

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Original distribution to all extension workers in the Eastern States and extension directors and county agent supervisors in other States.

